

market research bulletin

SURVEY

Camille Nicita
President & CEO
Gongos Research

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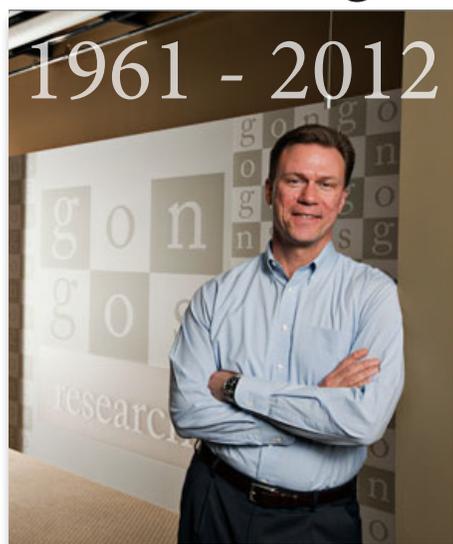
Researchers
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To Know

September, 2012

SURVEY essentials.

From The Editor

Remembering John Gongos



In this month's issue, we're very happy to FEATURE, Camille Nicita, President & CEO of Gongos Research. Camille recently took the helm of Gongos after the tragic loss of Co-Founder, John Gongos to Melanoma.

Research For Good, Gongos Research and OutRun the Sun have set up **The John Gongos Melanoma Education Fund** to help end Melanoma. The "Fund" has a goal to raise \$10,000 and we believe the research community can pull together to help us achieve the goal of raising \$10,000 for John's fund. Please make your donation today!

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We hope you enjoy this month's issue of SURVEY Magazine as much as we enjoyed preparing it for you.

R. Jon Leiman
Editor



SURVEY MAGAZINE

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SURVEY

MAGAZINE

**GONGOS RESEARCH APPOINTS
CAMILLE NICITA PRESIDENT & CEO**
Former COO Keeps Legacy Alive in Taking
Reign of Market Research Company

Former Principal & Chief Operating Officer Camille Nicita is appointed president & CEO of Gongos Research, as announced this past month by the company. The role of president & CEO had been actively held by John Gongos since he founded the company in 1991. Gongos named Nicita acting president when he was diagnosed with metastatic melanoma last month. He passed away from the disease on July 25, 2012.

A research practitioner for over 20 years, Nicita has led a steady and prolific career at Gongos Research and in the marketing research industry. She was appointed COO of Gongos Research in 2011; research group leader in 2008, where she oversaw the company's four research practice areas; and led the Retail & Services research group from 2006-2008. Prior to that, Nicita spearheaded the company's qualitative practice. She began her career with Gongos Research as a research intern at the company's inception in 1991.

"I will never replace my friend and lifelong mentor John Gongos," says Nicita, "but John selflessly built a company to thrive in his absence, and it is both a privilege and duty to continue that legacy. We have strong leadership, team camaraderie and esteemed clients, and our resolve for the future has only been heightened in these past weeks."

Beyond strategic leadership and proven client relationship skills, Nicita's philosophy of managing to people's strengths creates a model for success throughout the company. Promoting collaboration and synergy among cross-functional teams, she optimizes the company's capacity and performance. Her passion for people has driven new practices in talent development to further support organizational growth.



Camille Nicita

President & CEO

Gongos Research

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As president & CEO, Nicita will continue to propel the company into the future with an eye on innovation, strategic planning and progressive practices. As a lifelong researcher, she understands client needs and the impact of socializing knowledge, and continues to work with company leaders to enhance the scope and depth of client-team relationships.

In the move to president & CEO, Nicita becomes majority owner of Gongos Research, joined by Principal and partner Christi Walters. The private company is now 100% female-owned.

Nicita's passion for the industry is evident through her recent collaboration with industry peers to help shape a new Master's level research program at Michigan State University. She has been a speaker at industry events for IIR, CASRO, QRCA, and is an active member of CASRO. She earned her BBA at the University of Michigan and her MBA at Wayne State University.

Based on a desire to create impact for its clients, Gongos Research uses both innovative and foundational approaches to consumer research. Its research practice areas blend a hands-on, yet consultative style to synthesize findings and shape consumer stories. Proprietary offerings, including Gongos Mobile and Consumer Village, are guided by its research innovation team which continually develops new ways to gain consumer perspective in a changing world.

Gongos Research has worked with companies such as Hallmark Cards, MasterFoods, Best Buy, U.S. Bank, Visa, GM and Chrysler. In 2007, the company was first named to the Inc. 5000 list of "The Fastest Growing Companies in America," and is among the Honomichl Top 50 U.S. marketing research organizations. For further insight into the Gongos culture, visit gongos.com.



FEATURE

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A professional portrait of Camille Nicita, a woman with dark hair, smiling warmly. She is wearing a dark blue top and a light-colored, textured cardigan. She is sitting on a dark wooden desk with a black folder or notebook in front of her. The background is a large, abstract painting with warm tones of yellow, orange, and green.

Camille Nicita

President & CEO
Gongos Research



gongos research



In the market.
On the road.
At the ball game.

Isn't it time to reach
consumers where they are?

Smartphone-enabled research
offers new degrees of freedom.
It's time to understand how it fits
in your research mix.

gongos Mobile
Where consumers go, we go™



Ask us about Consumer Village. Always: a community of people on the go.

"Inform. Innovate. Inspire"

MEET THE EXPERT

Camille Nicita

GONGOS RESEARCH

President & CEO

ABOUT CAMILLE NICITA

A career market researcher, Camille Nicita was hand-picked by John Gongos when at the RDA Group to join him in the launch Gongos Research in 1991. Her enterprising spirit quickly led to a shared diversification strategy for the company. Soon after, her passion for retail and shopper insights inspired the launch of the company's retail and services practice. The growth of this new area became the impetus for a model that encouraged progressive people practices, cross-team synergies, and organizational impact for its clients.

Camille's vision is to cultivate a vibrant atmosphere at Gongos Research, where an innovative spirit and global sensibility will shape a company fit for the future.



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